



Master in Planning and
Management of Tourism Systems



Editorial Plan

- Community management -

Nicola Cortesi



EDITORIAL PLAN

Every community
must be designed in
advance

EDITORIAL PLAN

People must belong to a system that is vertically organized by you. Its you who define the structure and the rules of conduct of your community

EDITORIAL PLAN

The Editorial Plan is a document that plan in advance all the contents, objectives and the social media you use



EDITORIAL PLAN

It is the overall strategy, not the day-to-day content (the editorial calendar)



EDITORIAL PLAN

You decide to publish something every **Monday**, something different every **Tuesday** and so on, before you know exactly what you will write



EDITORIAL PLAN

Why do you post?
Not to receive likes,
but because every
post has **one or more**
objectives



EDITORIAL PLAN

The objective(s) of a post can be:

- 1) **Awareness:**
increase the visibility of your community, or be recognized as experts of that niche

EDITORIAL PLAN

2) Engagement:
increase the interactions
between the members of
the community by
solving their problems,
generating trust, or
starting conversations
and debates



EDITORIAL PLAN

3) **Conversion:**
convert your members
in clients to sell your
products (if you have a
brand)

EDITORIAL PLAN

4) Data:
obtain the email,
telephone number
and other personal
data of your members

EDITORIAL PLAN OF THE SMART TREKKERS GROUP



	A	B	C	D	E	F	G	
	Type of post	Objective	Can share	Author	Format	Social	Day	Hashtag
1	Information on workation	Awareness	Yes	Admin	Article, photo, video, podcast	Fb group		#terrealte #smartworking #wo
2	Information on workation	Awareness	Yes	Admin	Article, photo, video, podcast	Fb group		#terrealte #smartworking #wo
3	Polls, Surveys or Questions	Engagement, Data (email addresses)	No	Admin	Poll, text, link to a google form	Fb group		#terrealte #smartworking #tur
4	Info for beginners	Awareness	No	Admin	Text, photo, video	Fb group		#terrealte #smartworking #tur
5	Invitation to a webinar	Awareness	Yes	Admin	Article, link to webinar, photo	Fb group		#terrealte #smartworking #tur
6	Welcome post	Engagement	No	Admin	Article, photo	Fb group	Every Monday at 13.00	none
7	Info on trekking in smart working	Engagement	Yes	Admin	Article, photo, map	Fb group	Every Wednesday at 9.00	#trekking #smartworking #wo
8	Reviews of accommodations for workation	Conversion	Yes	Admin	Article, photo, video	Fb group		#terrealte #smartworking #wo
9	Info on the technology and IT for workation	Engagement	No	Admin	Article, photo	Fb group		#terrealte #smartworking #wo
10	Update map with accommodations for workation	Awareness, Conversion	No	Admin	Article, link, map	Fb group		#terrealte #smartworking #wo
11	External links to news on workation and smart working	Engagement	No	Admin	Article, link, photo	Fb group		#remoteworking #smartworking
12	Post of group members that ask questions and tell their histories	Engagement	No	Members	Article, photo	Fb group		#terrealte #smartworking #tur
13	Post shared from other fb groups	Engagement	No	Members of startups	Article, photo, video	Fb group		#lavorarenelbosco #immersine
14	Post of the owners of accommodations for smart workers	Conversion	No	Owners of accommodations	Article, photo	Fb group		#viaggiare #travel #italy

It has 14 types of contents and 4 objectives

TEMPLATE OF THE EDITORIAL PLAN



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New file In the Moodle: "Template of the Editorial Plan"

EDITORIAL PLAN

E.g: if you notice that your group lacks contents related to Awareness, you create them



TASKS FOR NEXT LESSON

- if you didn't do it already, fill the spreadsheet for **sharing post** available in the Moodle and insert its link in column 15 of the Community Sheet
- write another **post** and **share** it using your template for sharing posts
- publish a post in the **chosen community** of **Anna Zandegiacomo Sampogna** (#6 in the Community sheet:
<https://www.facebook.com/groups/dolomitesforbeginners/>)
- like and comment the **other posts** of the chosen community